WINSTON (ALL STYLE)

Beginning 5/17/93

All Winston shipments to direct accounts will have:

50¢ off pack snipes
$5.00 off carton snipes

QUANITY OF DIRECT ACCOUNT ALLOCATIONS IS EQUAL TO FOUR WEEKS OF VOLUME

*Product will be shipped to direct accounts in WHITE CASES.

51854 1890

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

PREBOOKING

- Begins on April 19, 1993
- Forms are to be mailed to the division office every Friday
- Prebooking ends on May 14, 1993

VEHICLE STOCK

All Non-Promotional Winston is to be removed from vehicle stock on 5/7/93.

51854 1891

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

DISPLAY PAYMENTS

- Pack Display (Counter or D.B.)

  $5.00 per display
  (4 Renewals)

  S.I.S. Reporting:

  Display: WIN SP 40Pk/DB

- CARTON DISPLAY

  $50.00 per display
  (for full 4wk. period)

  S.I.S. Reporting:

  Display: WIN SP DB

* PAYMENTS SHOULD NOT BE UTILIZED UNLESS NECESSARY TO GAIN DISPLAY PLACEMENT

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

RETAIL OBJECTIVES

MAXIMIZE PRODUCT AND PRICE COMMUNICATION VISIBILITY

- Place a minimun of 3 P.O.S. pieces in all retail calls
- Place a supplemental ctn. display in all carton outlets
- Place in permanent and temporary pack displays in all calls

COMMUNICATE PRICE!!!

51854 1893

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

WINSTON SELECT

Use Winston V.P.R. Budget on **WINSTON SELECT STYLES** to gain a minumum of $1.00/carton and 10¢/pack price advantage to Marlboro's **DISCOUNTED** price.

51854 1894

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

SPECIAL ORDER

WINSTON

$4.00 OFF CARTON/$0.40 OFF PACK

ACCOUNT NAME _____	SUPPLIER _____
STREET _____	ACCOUNT I.D.# _____
CITY _____	

DELIVERY WEEK OF MAY 17,1993

PLEASE ENSURE DELIVERY OF THE FOLLOWING QUANTITIES OF WINSTON $4.00 OFF CTN/$0.40 OFF PK TO MY STORE

SIGNATURE _____

# OF CARTON	BRAND STYLES	PROMOTIONAL CTN U.P.C. CODE #'S	
_____	WINSTN KING	12300	11036
_____	WINSTON 100	12300	11436
_____	WINSTON BOX	12300	11236
_____	WINSTON LIGHT	12300	11136
_____	WINSTON LT 100	12300	11336
_____	WINSTON LT BOX	12300	11936
_____	WINSTON LT 100 BOX	12300	15936
_____	WINSTON ULTRA LT	12300	11736
_____	WINSTON ULTRA LT 100	12300	11836
_____	WINSTON ULTRA BOX	12300	70336
_____	WINSTON ULTRA 100 BOX	12300	70436
_____	WINSTON SELECT	12300	70936
	WINSTON SELECT BOX	12300	71036

51854 1895

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

P.O.S.

	Commodity#	Quanity Per S.K.U.	S.K.U.'s Per Rep
DBRC-2 sided: 40¢/$4.00	409400	25	4
DBRC-w/open pricing area	409477	25	4
24" PMC-2 sided 40¢/open pricing area	409466	25	6
Standard Large Paster	409411	50	4
Enlarged Vertical Paster	409422	50	2
7-Eleven Display Strip	409444	50	2
6' x 3' Banner	409510	25	1
Easel Strandee (for non s/s ctn)	409488	5	3
Security Glass Static Cling (16" Merch Card Size)	409433	25	1
Wobblers	409455	100	2

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

DISPLAYS

	Commodity#	Quantity Per S.K.U.	S.K.U. Per Rep
40pk Counter Display	409499	10	5
Lg. Floor D.B. Display	171239	5	8
Sm. Floor D.B. Display	158149	10	4
Generic 90 ctn Floor Display	373149	25	8

Every attempt should be made to place Carton Floor Base displays

51854 1897

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

CAMEL

B1G1F Program: 5/24/93 to 7/2/93

Brand Styles	Allocation
Camel Filter	47cs
Camel Filter Box	42cs
Camel Light	66cs
Camel Light Box	51cs
Camel Special Lt. Box	31cs
Camel Special Lt. Box 100's	23cs
	260cs

Promotion# 302736

S.I.S. Reporting:

Display: CAM Pack Display
Payment: $1.50

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

V.A.P. Shipments to Designated Accounts

W.E. 5/28/93
W.E. 6/4/93

_____ V.A.P. Accounts will receive

2	White Ctns Camel Filter
1	White Ctns Camel Filter Box
3	White Ctns Camel Light
2	White Ctns Camel Light Box
1	White Ctns Camel Special Lights Box
1	White Ctns Camel Special Lights 100 Box
10	White Ctn TOTAL

During each of the 2 above noted dates

All product remaining after V.A.P. shipments will be ordered for delivery on 6/7/93 for Sales Rep pick-up.

51854 1899

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

SALES REP PICK-UP

June 7, 1993 thru June 21, 1993

	1	2	3	4	5	6	7	8	9	10
Camel	90ctn	96ctn	96ctn	96ctn	90ctn	120ctn	96ctn	96ctn	90ctn	90ctn
Camel Fl Bx	150	132	132	132	150	120	132	132	150	150
Camel Light	90	108	108	108	120	120	108	108	90	120
Camel Lt Bx	120	108	108	108	120	120	108	108	120	120
Camel Spec Lt Bx	90	84	84	84	60	60	84	84	90	60
Camel Spec Lt Bx 100's	30	36	36	36	30	X	36	36	30	30

DELIVERY DATE 6/3/93 (50%); 6/17/93 (50%)

	C.F.	C F Bx	C Lt	C Lt Bx	C.S Lt Bx	CS Bx100
Eisler	3cs	5cs	3cs	4cs	3cs	1cs
PP Dennis	2cs	2cs	2cs	2cs	1cs	X
CA Burke	3cs	5cs	4cs	4cs	2cs	1cs
Plainfield	8cs	11cs	9cs	9cs	7cs	3cs

Eisler: TED, ANN
P.P. Dennis: LANNY
C.A. Burke: DAVE, RITZ
Plainfield: BETSY, RICH, STEVE, LISA, LORRAINE

51854 1900

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

P.O.S.

	Commodity#	Quantity Per S.K.U.	S.K.U.'s Per Rep
Premium Display R.C.	409334	25	6
Dump Bin R.C.	409345	25	6
24" PMC	409356	25	8
Large Paster	409378	25	8
3' x 6' Banner	391030	25	2

51854 1901

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

CAMEL

Carton Coupon/Discounting Program: May 24, 1993 to July 2, 1993

- All Styles Except Camel Regular
- Promotion# 302717
- 30 to 90ctn supplemental carton display

S.I.S. Reporting:

Display: CAM Carton Display-June
Payment: $25.00

Terr	$3.00 Cpns	$4.00Cpns	$5.00 Cpns
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

51854 1902

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

COUPONS WILL BE "MULTIBRAND"

COUPONS AND ARE TO BE REPORTED AS CAMEL COUPONS

Pack V.P.R. Budget

Terr	# of 50¢ V.P.R.'s
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Use Triple Play or Double Play when ever possible

51854 1903

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000

P.O.S.

	Commodity	Quanity Per S.K.U.	S.K.U.'s Per Rep
Prmium Display RC	408696	25	4
Dump Bin RC	408685	25	4
Folded Shelf Strip	408718	25	5
24" PMC	408707	25	5
Large Paster	409301	25	6
Static Cling	408729	25	2
"ONE SHEET" Paster	409389	10	5

All POS Materials will say "Here's the Deal" and will come with a large blank space for you to write in the appropriate deal.

51854 1904

Source: https://www.industrydocuments.ucsf.edu/docs/skjn0000